**Topics for Critical Literature Review**

Please come up with **3-4 potential topics** for your critical literature review. This should be something you have a vested interest in learning more about, but does not have to be the topic chosen for the Group Presentation / Research Plan or Dissertation. However, it is recommended that the topics are related, as this will make it easier for you in writing the review.

Your topic should have an established literature base, so you are able to confidently find 30+ references for your review. It should not be too broad (e.g., Google Scholar search for “predicting success in business” generates more than 1.5 million results across all types of businesses and various metrics of “success”), but narrow it down to a targeted topic that has a manageable amount of information (e.g., “predicting success of internet start-ups in the UK”). *Do not try to read or evaluate every paper on a topic*. Use what you need to tell your story. The key to writing a *critical* review is to gather relevant material – some that *best summarizes* popular ideas in the field, but also some that provides clues to support your new ideas – and importantly, assess where to go from here.

*Example*

Potential Topic #1: Predicting the success of internet start-ups in the UK. There are several resources that provide different strategies for this kind of prediction and many claim to know the magic formula for success. I will conduct a critical review of the previous literature and summarize different strategies that have been used so far, and assess whether one or a combination of strategies seems to work best. I will then argue that potential new business owners can strategically use Google Trends to predict the growing popularity of their proposed business venture.

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Potential Topic #1:

Potential Topic #2:

Potential Topic #3:

Potential Topic #4: